



Empowering Novartis with insights: a transformative data solution

Novartis, a global leader in biotechnology and pharmaceuticals, has partnered with Market Logic Software to develop and implement Sherlock, a transformative data solution designed to centralize and optimize insights management across the company. This collaboration was honored as a finalist in the 2024 Market Research Society Awards for “Best Data Solution”.

Through the development and deployment of **Sherlock**, Novartis has redefined its approach to market insights and research management. The platform has established a foundation for future innovation. By consolidating data sources, enhancing compliance, and fostering a culture of collaboration, Sherlock has become an essential tool in driving Novartis’ strategic

decision-making and supporting its mission to improve global health outcomes.

Before integrating this solution, Novartis faced challenges with data duplication and governance. The organization’s content was spread across disparate SharePoint sites, impacting efficiency and compliance. For their Insights Teams, this meant extra time and effort to ensure critical knowledge reached the right business stakeholders. Novartis realized that the inability to leverage insights efficiently could lead to lost opportunities, strategic misalignment down the line and duplication of data spend. Novartis was facing challenges getting insights to the relevant internal stakeholders, and with managing their data efficiently.

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“Sherlock has been critical in driving forward our Commercial strategy across the entire international organization. Whilst our key use case has always been to support better, deeper and broader Insights through centralized market research, our scope now extends into all areas of our internal strategy.”

- Ian Hook

Director of Business Operations, Novartis

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Partnering for Success

Since 2020, Market Logic and Novartis have worked together to create and implement **Sherlock**: an end-to-end platform for commercial insights and research management. It serves as a central hub to revolutionize the way employees at Novartis access, utilize, and share key market insights.

The Novartis team measured the effectiveness of the platform by:



Creating a Single Source of Truth

Sherlock unified Novartis' knowledge ecosystem by consolidating their distinct SharePoint sites into a single sign-on (SSO) platform. This integration enabled employees across functions and regions to access essential insights independently, and allowed the Insights Team to widen access of essential insights to employees across teams and regions. As soon as Sherlock was in place, users saw a significant reduction in the time spent searching for information—thereby boosting productivity.



Reducing Duplication and Ensuring Compliance

With Sherlock's advanced data management capabilities, Novartis implemented robust governance frameworks that minimized data duplication and ensured compliance with organizational standards. The platform's compliance features, developed in partnership with legal, procurement, and other functional areas, became a cornerstone for maintaining data integrity across the organization.





Creation of Knowledge Zones

Sherlock introduced "Knowledge Zones," which were curated microsites tailored to specific brands or drugs. These zones transformed Sherlock from a mere repository into an interactive Insights hub, fostering better knowledge sharing and improving onboarding speed due to its intuitive user experience. In just one year, Novartis teams launched over 25 Knowledge Zones focused on key topics such as Brands and Therapeutic areas.



Seamless Supplier Integration

Sherlock streamlined the process of integrating external suppliers, allowing them to upload data directly to the platform. This integration reduced the burden on Novartis Insights associates, freeing up their time to focus on strategic activities rather than routine data collection.



Unprecedented User Engagement

Sherlock's impact on business user engagement was profound. In 2023, the platform growth hit 640% the number of users since its initial launch. Sherlock has now surpassed 7500 unique users.



Looking towards the Future

Sherlock's implementation at Novartis has not only streamlined data management and improved compliance but has also laid the groundwork for long-term organizational benefits.

As Novartis continues to expand Sherlock's capabilities, the platform is expected to play a critical role in the company's adaptation to emerging technologies like generative AI.





The integration of Market Logic’s generative AI solution, “DeepSights™,” is already enhancing the platform’s ability to provide rapid, validated answers to business queries, further driving efficiencies.

Sherlock continues to deliver significant business benefits, including enabling self-service access to trusted data, reducing costs, improving knowledge continuity, and accelerating onboarding processes. By providing accurate, curated insights, Sherlock empowers Novartis employees to work smarter and more collaboratively, ultimately contributing to the company’s mission to improve and extend people’s lives.



“With the addition of DeepSights Generative AI, users are able to get answers faster and more reliably than ever, saving on average 2 hours per question and millions in reduced duplication of spend. The solution is a key part of our strategic differentiation and has received positive feedback from across the company.”

- Ian Hook

**Director of Business Operations,
Novartis**





About Market Logic

Market Logic is a market leading SaaS provider of insights management solutions. Our award-winning AI-enabled insights management platform DeepSights™ allows insights teams to equip business decision-makers with trusted insights at scale and speed. Since 2006, we've helped hundreds of consumer-focused brands across the globe to transform into insights-driven businesses. Market leaders such as Unilever, Vodafone, and Tesco are driving innovation and making smarter market moves with the support of Market Logic.

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